

ISHA PARMAR

My Contact

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-  **Current Address:**
Umiya chowk, kishan Park, Rajkot,
360004
- Address:**
Manish Park 2, Nr. Navoday School,
Keshod, 362220

Experience

Tops Technologies Rajkot

Digital Marketing Intern

- Learned digital marketing concepts like SEO, social media, email campaigns, and analytics to enhance online brand growth and engagement by creating own website and blog.

Cyber Phoenix

Digital Marketing Intern

- Worked on 3+ live projects, gaining experience in keyword research, SEO meta optimization, and designing social media posts to enhance online engagement.

Education Background

- Marwadi University
Bachelor of Computer Application (BCA)
Completed in 2024 CGPA 8.81
- G.D.V School
Higher Secondary School
Completed in 2021 80%
- Best English School
Secondary School
Completed in 2019 81%

About Me

I am a skilled digital marketer with a proven track record of designing and executing strategies that enhance brand visibility and drive customer engagement. Proficient in SEO, social media management, paid advertising, and content marketing, I thrive on using data-driven insights to optimize campaigns and deliver impactful results. With a creative mindset and a passion for staying ahead of digital trends, I am dedicated to helping brands achieve their marketing goals.

Skills

● Core Digital Marketing Skills

● SEO

On-Page SEO : Keyword Research, Meta Writing, H1 to H6 Heading Writing, Content Writing, Website Copywriting, Keyword Position Monitoring.

Off-Page SEO : Backlinks, Social Signals, Guest Posting, Influencer Outreach, Content Sharing, Brand Mentions.

Technical SEO: Website Crawling, Indexing, URL Structure, Schema Markup, Bread Crumps.

● Social Media Marketing

Facebook, Instagram, LinkedIn and Twitter

● Paid Advertising

Google Ads and Social Media Ads

● Email and SMS Marketing

● Google My Business GMB

● Affiliate Marketing

Achievements & Certification

MSME Certified - Digital Marketing Certification

Ideigitalpreneur

May 28, 2024

PepsiCo Sales Star Program

PepsiCo India

Sep 29, 2023